



# SOCIAL MEDIA PLAYBOOK

# ST. PATRICK'S

# DAY

## 2021



## How to Use This Playbook

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This document is a social media playbook for the 2021 St. Patrick's Day period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive impaired. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your efforts throughout the year may help save lives.

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# Campaign Overview

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## St. Patrick's Day Campaign Summary

While impaired-driving is a significant danger on the road year-round, the St. Patrick's Day period is particularly deadly.

The goal of the St. Patrick's Day campaign is to encourage positive behaviors while celebrating, like designating a sober driver, calling a ride share and ultimately not driving under the influence.

## Objectives

- Motivate drivers to not drive while impaired by alcohol
- Encourage the positive behaviors that can replace driving impaired
- Promote awareness of fatality data from the St. Patrick's Day period

## Posting Strategy

St. Patrick's Day falls on a Wednesday this year, which makes posting in the weekend before, throughout the week and the weekend after the day itself incredibly important to keep the messaging of not driving impaired at the top of driver's minds no matter when they decide to celebrate. Increasing posting on March 17 will also emphasize the message to drivers who choose to celebrate on the day of.

Below are relevant hashtags to use when posting about the campaign to tap into conversations:

- **#StPatricksDay**
- **#StPaddysDay**
- **#LuckoftheIrish**
- **#BuzzedDriving**





## Social Media Content

This section contains shareable social media content for the St. Patrick's Day campaign. Provided on pages [11-12](#) are downloadable graphics with suggested posts that you can use or use as inspiration when sharing on your social media channels.



On the left are two sample social media graphics, one for Instagram and Facebook, using a square-shaped graphic and one for Twitter, using a rectangular graphic.

On the following pages, you will see graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

## Content Organization

The social media content is organized into sections based on creative concept. Only English versions are provided for this campaign.

### English

- Ewe Drink – Pg. [11](#)
- Push Your Luck- Pg. [12](#)

## Post Examples

Here is an example of how posts should look when published.



1

*Suggested copy from this playbook.*

2

*Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).*



## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on industry standards and best practices. Most graphics are available as animated versions on [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).



Facebook/Instagram Posts  
1000x1200 (vertical)



Facebook/Instagram Posts  
1200x1200 (square)



Facebook/Instagram Stories  
1080x1920 (vertical)



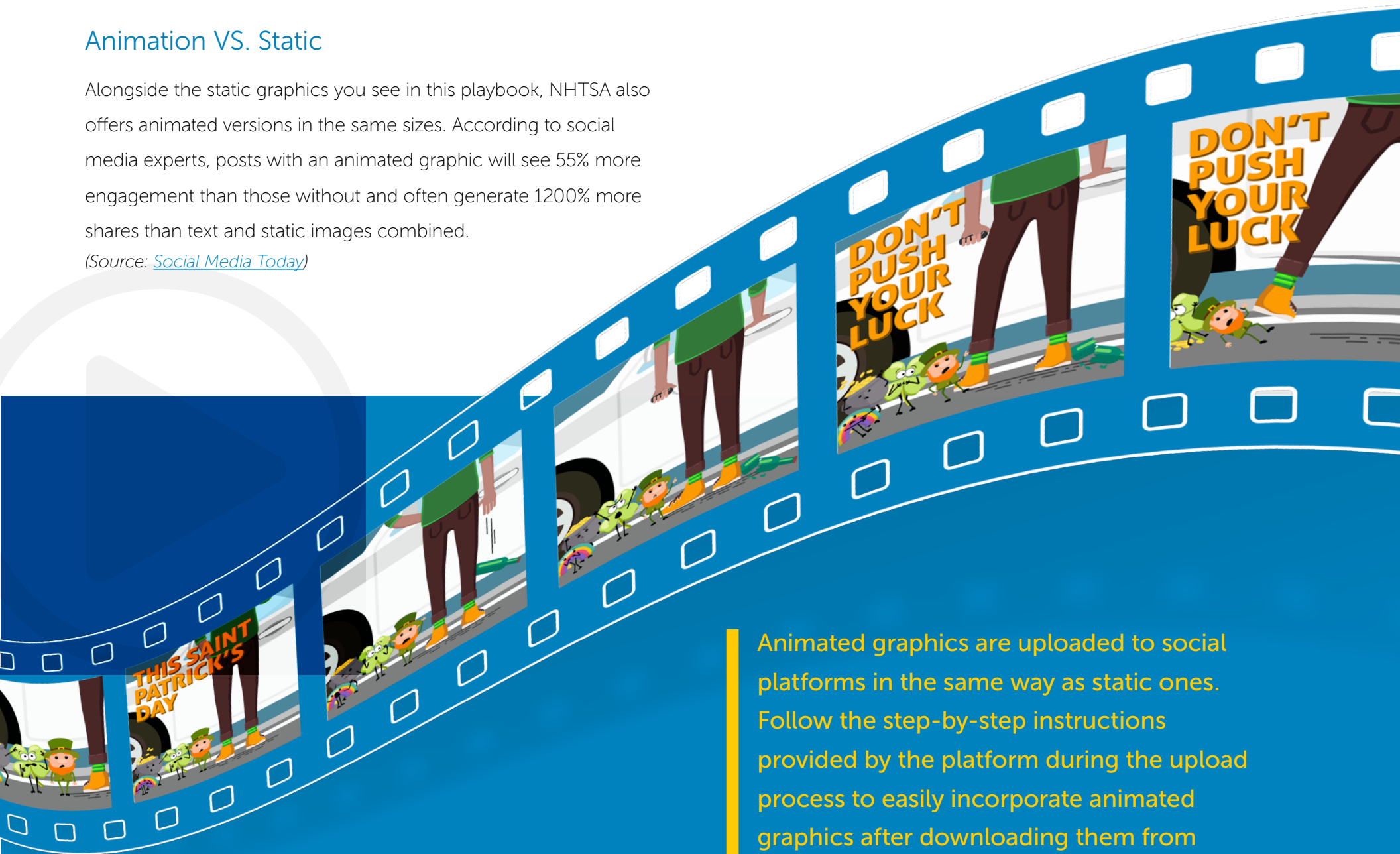
Twitter Posts  
1200x675



## Animation VS. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions in the same sizes. According to social media experts, posts with an animated graphic will see 55% more engagement than those without and often generate 1200% more shares than text and static images combined.

(Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static ones. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics after downloading them from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

# General (English)

## STEP

### 1 Download graphics.

Download the "Ewe Drink" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
 1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own;

Copy/paste one of the suggested posts below.

- Ewe drink, ewe drive, ewe pay the price. Never drive drunk. **#BuzzedDriving** Is Drunk Driving.
- In 2019, 57 people lost their lives in drunk-driving crashes during **#StPatricksDay**. Don't become a statistic: **#BuzzedDriving** Is Drunk Driving.
- Between 2015 and 2019, there were 280 people killed due to drunk-driving crashes during the **#StPatricksDay** period. **#BuzzedDriving** Is Drunk Driving.
- If you're enjoying a green beer or other alcoholic beverages during St. Patrick's Day, make sure you've lined up your designated driver. Remember: Buzzed Driving Is Drunk Driving.

# General (English)

## STEP

### 1 Download graphics.

Download the "Push Your Luck" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own;

Copy/paste one of the suggested posts below.

- **#StPaddysDay** check list: 1: Coordinate your **#DesignatedDriver**. 2: Enjoy your **#GreenBeer**. **#BuzzedDriving** is Drunk Driving.
- This **#StPatricksDay**, don't push your luck! If you drink, don't drive. **#BuzzedDriving** Is Drunk Driving.
- Celebrate your **#DesignatedDriver** along with **#StPatrick!** **#BuzzedDriving** Is Drunk Driving.
- In 2019, 1 person was killed every 52 minutes by a drunk driver on our nation's roads. This **#StPatricksDay**, and every day, remember: **#BuzzedDriving** is Drunk Driving.

180x150 px



## Campaign Badges

For this year's St. Patrick's Day Campaign, we are offering special website badges for you to use in addition to social media graphics. These badges are meant to help your organization share NHTSA's important message of Buzzed Driving is Drunk Driving. Download them from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).



300x250 px

To help boost your badge when placing on your website, you can link the image to [www.nhtsa.gov](https://www.nhtsa.gov) or provide the link below the image.

## NHTSA Contact

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If you have questions about the St. Patrick's Day campaign, please contact Kil-Jae Hong at [kil-jae.hong@dot.gov](mailto:kil-jae.hong@dot.gov).

